



The Abdus Salam
International Centre for Theoretical Physics



Workshop on Entrepreneurship for Physicists and Engineers from Developing Countries

Organizer(s): Directors: S. Raghu, D. Chauhan, C. Tuniz, J. Niemela
Trieste - Italy, 03 - 07 May 2010

Venue: Adriatico Guest House Kastler Lecture Hall

Programme

Day 1 - Monday 3 May 2010 (Room:Adriatico Guest House Kastler Lecture Hall)

3 May 2010

- 08:30 - 10:00** (Room: Adriatico Guest House - Kastler Lecture Hall Area (Lower Level 1))
--- Registration and Administrative Formalities ---
Visitors are requested to register with the secretary in the Adriatico Guesthouse. There will be a shuttle bus running from the Adriatico to the Fermi Building and back until 10am for those needing to go to the Operations and Finance Office.
- 10:00 - 10:30** **Welcome Remarks**
Dipali Chauhan, International Relations Manager, IOP, London Beth Taylor, IOP, London
- 10:30 - 11:00** **Surya Raghu / President, Advanced Fluidics LLC, USA**
Programme Overview
Workshop objectives and expectations.
- 11:00 - 12:00** **Peter Dobson / Director, Oxford University's Begbroke Science Park, UK**
Scientists and Engineers as Entrepreneurs: career options and choices.
Chair: Claudio Tuniz, ICTP
- 12:00 - 13:00** --- Lunch Break ---
- 13:00 - 14:00** **David Secher / Gonville and Caius College, Cambridge, UK**
Technology Transfer
Role of the academic departments/sections, technology transfer office, the University and the government in encouraging scientists to commercialize inventions. SMEs. Interfacing with industry, strategic partnerships, inter-institutional and international agreements. Chair: Dipali Chauhan

- 14:00 - 15:00** **Sir John Enderby** / *University of Bristol, UK*
Societal, Moral, Ethical and Cultural Dimensions of Entrepreneurship, Social Entrepreneurship
 Chair: Joseph Niemela, ICTP
- 15:00 - 15:30** --- Coffee Break ---
- 15:30 - 16:30** **Beth Taylor** / *IOP, London, UK*
Basic communication skills for entrepreneurs
 Importance of interpersonal communication, Introducing yourself in different settings - handshake and eye-contact, 1-minute elevator pitch, Making a presentation, Business meetings and networking events. Chair: Yumiko Hamano
- 16:30 - 17:30** **Moderator: David Secher**
Barriers to commercialization in home countries and team project fundamentals
 Please bring questionnaires.
- 17:30 - 19:00** **Begin team project**
- 19:00 - 21:00** **Dinner/Post-Dinner Informal Q&A Sessions**

Day 2 - Tuesday May 4 2010 (Room:Adriatico Guest House Kastler Lecture Hall)

4 May 2010

- 08:30 - 09:30** **Steve Taylor** / *AREA Science Park, Trieste, Italy*
Where do you start? Pre-Business Feasibility Analysis and Opportunity Assessment
 General introduction on methodologies and tools for technology and hi-tech market watch to address and steer enterprise developing strategies. Chair: Sir John Enderby
- 09:30 - 10:30** **Harry Thangaraj** / *St. George's University, London, UK*
Concept of intellectual property and its significance
 Patents, trade secrets and trademarks, What constitutes an invention - the interpretation of the inventive step and non-obviousness. Who is the inventor and who is not? Proper record keeping for patenting. Who owns the rights to an invention - you or your organization/company? Publications vs. patents. Exceptions to the patenting rules - what cannot be patented by law. Chair: Regina Luttge
- 10:30 - 11:00** --- Coffee Break ---
- 11:00 - 12:30** **Yumiko Hamano** / *Intellectual Properties and New Technologies Division, WIPO, Geneva, Switzerland*
The Patenting Process
 Outline of the patenting process (including the slight differences between US, Europe and Japan). Searching for patent and literature information. The importance of IP protection. The International patent filing system. Patent Cooperation Treaty (PCT). Chair: Dipali Chauhan
- 12:30 - 14:00** --- Lunch Break ---
- 14:00 - 15:00** **David Secher** / *Gonville and Caius College, Cambridge, UK*
Legal agreements for a start-up entrepreneur
 Various legal agreements between inventor, institutions and industries, NDA (PIA), licensing, option, and other technology transfer agreements, partnership agreements. What are the fine prints to look for in such documents? Chair: Harry Thangaraj
- 15:00 - 16:00** **Surya Raghu** / *Advanced Fluidics, USA*
Taking your invention to the market: Invention-to-Product Timelines and Processes
 Chair: Tony Bunn
- 16:00 - 16:30** --- Coffee Break ---

- 16:30 - 18:00** **David Secher, Yumiko Hamano, Steve Taylor, Dawood Parker, Tony Bunn, Harry Thangaraj, Regina Luttge, John Enderby**
Panel Discussion: Open Innovation
 Each panelist can choose to make a short presentation of about 5 minutes (2 slides) if essential for discussion. Moderator: Peter Dobson
- 19:00 - 21:00** **Dinner/Post-Dinner Informal Q&A Session/Business Plan Development**
- 21:00 - 22:00** **Surya Raghu, Dipali Chauhan**
Entrepreneurship Curriculum Development

Day 3 - Wednesday 5 May 2010 (Room:Adriatico Guest House Kastler Lecture Hall)

5 May 2010

- 08:30 - 09:30** **Peter Dobson / Oxford University's Begbroke Science Park**
Marketing your invention
 Decision to develop the product of sell the invention? How does a single inventor/small company sell its inventions? Who is the customer? At what stage do you sell your invention? Marketing of small volume, high cost products and large volume, low cost products. Chair: Sir John Enderby
- 09:30 - 10:30** **Richard Brooks / FD Solutions, London, UK**
Financial aspects of business
 Financial terminology for Starting Entrepreneurs, Typical financial costs in starting a business Chair: Dipali Chauhan
- 10:30 - 11:00** --- Coffee Break ---
- 11:00 - 12:30** **Richard Brooks / FD Solutions, London, UK**
Business Plan Fundamentals
 Preparing a business plan. Early-stage venture capitalists and angel investors. Chair: Dipali Chauhan
- 12:30 - 13:00** **TBD**
Start-up financing options in developing countries
 Chair: TBD
- 13:00 - 14:00** --- Lunch Break ---
- 14:00 - 14:45** **Tony Bunn / Medical Research Council, Cape Town, South Africa**
Start-up experiences: Company 1
 Chair: Joe Niemela
- 14:45 - 15:30** **Dawood Parker / Melys Diagnostics, Whitland, UK**
Start-up experiences: Company 2 - Melys Diagnostics
- 15:30 - 16:00** --- Coffee Break ---
- 16:00 - 16:45** **Peter Dobson / Oxford University's Begbroke Science Park**
Start-up experiences: Company 3
 Chair: Tony Bunn
- 16:45 - 17:30** **Regina Luttge / University of Twente, Netherlands**
Start-up experiences: Company 4
- 17:30 - 18:00** **Start-up experiences: Ask the Panel (Tony Bunn, Peter Dobson, Dawood Parker, Steve Taylor, Regina Luttge)**
 Moderator: Surya Raghu

- 19:00 - 21:00** **Dinner/Post-Dinner Informal Q & A Session/Business Plan Development**
- 21:00 - 22:00** **Dipali Chauhan, Surya Raghu**
Entrepreneurship Curriculum Development

Day 4 - Thursday 6 May 2010

6 May 2010

- 08:30 - 12:30** **Visit to AREA Science Park, Padriciano**
All participants will meet at the bus stop in Grignano (by the sea), where a private bus will depart to the AREA Science Park, Padriciano.
- 12:30 - 14:00** --- Lunch Break ---
- 14:00 - 18:00** **Group Projects**
Speakers available for consultation in the Kastler Lecture Hall.
- 19:00 - 21:00** --- Workshop Dinner ---

Day 5 - Friday May 7 2010 (Room:Adriatico Guest House Kastler Lecture Hall)

7 May 2010

- 08:30 - 09:00** **Introduction of Panel of Judges**
Chair: Beth Taylor
- 09:00 - 09:30** **Session 1: Group 1**
- 09:30 - 10:00** **Group 2**
- 10:00 - 10:30** **Group 3**
- 10:30 - 11:00** --- Coffee Break ---
- 11:00 - 11:30** **Session 2: Group 4**
Chair: TBD
- 11:30 - 12:00** **Group 5**
- 12:00 - 12:30** **Group 6**
- 12:30 - 14:00** --- Lunch Break ---
- 14:00 - 14:30** **Session 3: Group 7**
Chair: TBD
- 14:30 - 15:00** **Group 8**
- 15:00 - 16:00** **Feedback to the participants on their plans**
- 16:00 - 16:30** **Feedback from participants to the organizers (written and informal)**

16:30 - 17:00

Dipali Chauhan, Surya Raghu, Beth Taylor
Concluding remarks